

**FOR IMMEDIATE RELEASE**

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**FUSION ALLIANCE ANNOUNCES PARTNERSHIP WITH ORDERCLOUD.IO TO SOLVE  
COMPLEX COMMERCE NEEDS OF THEIR CUSTOMERS**

*Fusion Alliance and OrderCloud.io, an API-first eCommerce platform built by Four51, announced a partnership to strengthen the abilities of both companies to provide solutions to clients with complex eCommerce challenges.*

**INDIANAPOLIS, IN (September. 13, 2016)** - Fusion Alliance, a provider of digital, technology, data and cloud solutions, announced today its partnership with OrderCloud.io to offer complex, business-to-business (B2B) eCommerce development capabilities, available immediately.

“This partnership opens new doors for businesses that want to connect with their customers through a customized eCommerce experience. Everyone talks about a ‘unique experience,’ but OrderCloud.io and Fusion Alliance provide the tools and expertise to make that happen,” said Doug Brown, CEO of Fusion Alliance.

OrderCloud.io brings to the table its robust, open, API-driven B2B eCommerce platform. An “open” platform can be customized by developers so that businesses don’t have to change to meet the needs of the software. Rather, the software is customized to meet the needs of the business.

Fusion Alliance’s strength in development fits nicely, and companies with an eCommerce solution built on OrderCloud.io will benefit from Fusion’s full range of services beyond eCommerce. Fusion will gain by expanding its eCommerce offering, particularly for businesses with complicated business-to-business challenges, which OrderCloud.io was built to solve.

“Working with OrderCloud.io allows us to elevate the level of engagement with our customers to support them in complex eCommerce initiatives. Fusion Alliance’s deep expertise in digital strategy, user experience, enterprise technology development and implementation is strengthened by this partnership,” Brown said. “Now we can quickly deliver eCommerce solutions to our digital clients who want to drive value through enhanced offerings and opportunities for their customers.”



Because OrderCloud.io is an eCommerce API platform for developers, Fusion Alliance can begin taking advantage of feature sets relevant to their customers and prospective customers immediately. “We are dedicated to inspiring and equipping application builders to design and deliver game-changing eCommerce and order management solutions via OrderCloud.io,” said Mark Johnson, CEO at Four51, the company that powers OrderCloud.io. “The OrderCloud.io platform allows partners like Fusion Alliance to take advantage of the entire eCommerce API, and our comprehensive set of rapid development tools and development resources, all allowing them to solve their customers’ complex and custom eCommerce needs faster and easier than ever before.”

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### **About Fusion Alliance**

Fusion Alliance delivers actionable insights, customer experiences and human-driven technologies that transform the way our clients envision and shape their businesses. That’s why businesses across multiple industries have relied on Fusion’s expertise and partnership for over 25 years. Fusion Alliance is the catalyst that moves business ideas to execution. Learn more at [fusionalliance.com](http://fusionalliance.com).

### **About Four51**

Based in Minneapolis, Four51 powers complex eCommerce for over 10,000 businesses worldwide via OrderCloud.io. OrderCloud.io is a flexible eCommerce API, which provides application builders the ability to create custom eCommerce applications, deployed in the cloud. OrderCloud.io is the recipient Frost & Sullivan’s 2016 New Product Innovation Award for B2B eCommerce. Learn more at [OrderCloud.io](http://OrderCloud.io).



**Fusion Alliance**